

### AMENDMENTS TO THE CLAIMS

#### What is Claimed is:

1           1.       (Currently Amended) A method for cross marketing products between a  
2       first company and a second company over an interconnected plurality of point-of-sale  
3       terminals and a server, the method comprising the steps of:  
4               identifying the purchase of the first product of a first company by a particular  
5       consumer at a first point-of-sale terminal and storing an indication of the purchase of the  
6       first product in a database on the server;  
7               at thea first company, conditioning the grant of a discount for a second product at  
8       a second company on the a purchase of the a first product at the first company; and  
9               at the second company, offering for sale the second product if the particular  
10       consumer makes a purchase of the first product;  
11               at the second company, querying the database to determine if the particular  
12       consumer has purchased the first product and standing ready to accept the discount on the  
13       second product;  
14               calculating and recording an amount of cross-marketing revenue realized from  
15       the first purchase to a marketing fund account in the database; and  
16               allocating at least a portion of the cross-marketing revenue in the fund to  
17       reimburse the second company for the discount.

1           2.       (Currently Amended) The method of claim 1, wherein the step of  
2       conditionally granting a discount comprises:  
3               at a first company, conditioning the grant of a 100% discount for a second  
4       product at a second company on the purchase of a first product at the first company.

1           3.       (Currently Amended) The method of claim 1, wherein the step of  
2       conditionally granting a discount comprises:  
3               at a first company, conditioning the grant of a less-than-100% discount for a  
4       second product at a second company on the purchase of a first product at the first  
5       company.

1           4.       (Currently Amended) The method of claim 1, further comprising the  
2 steps of:  
3           recognizing the purchase of the first product at the first company by a  
4 consumer; and  
5           crediting an account of the consumer with the discount.

1           5.       (Currently Amended) The method of claim 3, further comprising the  
2 step of:  
3           notifying the consumer of the discount.

1           6.       (Currently Amended) The method of claim 1, further comprising the  
2 steps of:  
3           recognizing the purchase of the first product at the first company and the grant of  
4 a discount; and  
5           in response, depositing a predetermined amount of property into an account.

1           7.       (Currently Amended) The method of claim 56, wherein the step of  
2 depositing comprises:  
3           depositing a predetermined percentage of revenue realized from the purchase of  
4 the first product.

1           8.       (Currently Amended) The method of claim 56, wherein the step of  
2 depositing comprises:  
3           depositing money.

1           9.       (Currently Amended) The method of claim 56, wherein the step of  
2 depositing comprises:  
3           depositing a predetermined amount of property into an account for the benefit of  
4 the second company.

1           10.      (Currently Amended) The method of claim 56, wherein the step of  
2 depositing comprises:

3            depositing a predetermined amount of property into an account for the benefit of  
4 the second company in at least partial compensation for accepting the discount.

1            11.     (Currently Amended) The method of claim 1, further comprising the  
2 step of:  
3            at the second company, selling the second product, accepting the discount on the  
4 second product.

1            12.     (Currently Amended) The method of claim 10, further comprising the  
2 steps of:  
3            at a third company, conditioning the grant of a second discount for the second  
4 product at the second company on the purchase of a third product at the third  
5 company; and  
6            at the second company, standing ready to accept the second discount on the  
7 second product,  
8            wherein the step of selling comprises accepting the discount and the second  
9 discount on the second product.

1            13.     (Currently Amended) A method for cross marketing products between a  
2 first company and a second company over an interconnected plurality of electronic sales  
3 terminals and a server, the method comprising the steps of:  
4            at a first company, conditioning the grant of a promotional discount value for a  
5 second product at a second company on a purchase of a first product at the first company;  
6            recognizing the purchase of the first product at one of the plurality of electronic  
7 sales terminals at the first company by a consumer and the grant of a discount;  
8            crediting an account of the consumer maintained at the server with the discount;  
9            notifying the consumer of the discount;  
10           depositing a predetermined amount of money into an account maintained at the  
11 server for the benefit of the second company in at least partial compensation for  
12 accepting the discount; and  
13           at the second company, offering for sale the second product and standing ready to  
14 accept the promotional discount value on the second product,

15 wherein the amount of money deposited into the account is ~~amounts to a~~  
16 predetermined percentage of revenue realized from the purchase of the first product.

1 14. (Currently Amended) The method of claim ~~12~~13, further comprising the  
2 steps of:

3 at a third company, conditioning the grant of a second discount for the second  
4 product at the second company on the purchase of a third product at the third company;

5 at the second company, standing ready to accept the second discount on the  
6 second product; and

7 at the second company, selling the second product, accepting the discount and the  
8 second discount on the second product.

1 15. (Currently Amended) A method for cross marketing products between a  
2 first department and a second department at a company using an electronic sales terminal  
3 and a server storing a database and coupled by an electronic communications link, the  
4 method comprising the steps of:

5 at a company, identifying the purchase of the first product of the first department  
6 by a particular consumer at an electronic sales terminal and storing an indication of the  
7 purchase of the first product in the database on the server;

8 at the second department, querying the database to determine if the particular  
9 consumer has purchased the first product of the first product, and conditioning the grant  
10 of a discount at one of a plurality of sales terminals for thea second product at thea  
11 second department within the company on a purchase at the same or a different one of  
12 the plurality of sales terminals of a first product at a first department within the company;  
13 and

14 at the second department, offering for sale the second product and standing ready  
15 to accept the discount at the same or a different one of the plurality of sales terminals on  
16 the second product.

1           16.     (Currently Amended) A method for cross marketing products between a  
2 first department and a second department at a company using an electronic sales terminal  
3 and a server coupled by an electronic communications link, the method comprising the  
4 steps of:  
5           at a company, conditioning the grant of a discount at one of a plurality of sales  
6 terminals for a second product at a second department within the company on a purchase  
7 at the same or a different one of the plurality of sales terminals of a first product at a first  
8 department of the company;  
9           recognizing the purchase of the first product at the first department by a consumer  
10 and the grant of a discount;  
11          crediting an account of the consumer maintained on the server with the discount;  
12          notifying the consumer of the discount;  
13          depositing a predetermined amount of money into an account maintained on the  
14 server for the benefit of the second department in at least partial compensation for  
15 accepting the discount; and  
16          at the second department, offering for sale the second product and standing ready  
17 to accept the discount at the same or a different one of the plurality of sales terminals on  
18 the second product, wherein the money deposited into the account for the benefit of the  
19 second department amounts to a predetermined percentage of revenue realized from the  
20 purchase of the first product.

21           17.     (New) A method for cross marketing products between a first company  
22 and a second company over an interconnected plurality of point-of-sale terminals and a  
23 server, the method comprising the steps of:  
24          at a first company, conditioning the grant of a promotional discount value for a  
25 second product at a second company on a purchase of a first product at the first company;  
26 and  
27          at the second company, offering for sale the second product and standing ready to  
28 accept the promotional discount value on the second product;  
29          the method further including:  
30          identifying the purchase of the first product by a particular consumer at a first  
31 point-of-sale terminal;

1            sending first purchase data identifying at least the first product from the first  
2 point-of-sale terminal in substantially real-time to the server;  
3            comparing the first purchase with qualifying cross-marketing purchases, and if  
4 the first purchase includes at least one qualifying first company cross-marketing product,  
5 then: (i) awarding the promotional discount value associated with that first purchase to an  
6 account identified with the particular consumer, and (ii) transferring an indication of the  
7 awarded promotional discount value back to the first point-of-sale terminal and printing  
8 the indication of the promotional discount value on a receipt issued to the consumer at  
9 the first point-of-sale terminal for that first purchase; and  
10          recording an amount of the cross-marketing revenue realized from at least the  
11 first purchase to a marketing fund account.

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1            18.    (New) The method in claim 17, wherein the marketing fund account is  
2 structured to defray the second company's costs in dispensing products in conjunction  
3 with a promotional value earned by the purchase of the first company's products, and the  
4 first company's costs in dispensing products in conjunction with a promotional value  
5 earned by the purchase of the second company's products.

1            19.    (New) The method in claim 17, wherein the server further includes a  
2 marketing engine.

1            20.    (New) The method in claim 17, further comprising:  
2            identifying the purchase of a second product by the particular customer from the  
3 second company at a second point-of-sale terminal;  
4            sending second purchase data identifying at least the second product from the  
5 second point of sale terminal in substantially real-time to the server;  
6            comparing the particular customer account stored promotional value with a  
7 required promotion value redemption threshold on the server; and  
8            if the consumer account stored promotional value is high enough to permit  
9 redemption of a promotion, then permitting the consumer to redeem a promotion based  
10 on their stored promotion value for the second company product.

1           21.     (New) The method in claim 17, wherein the promotional value comprises  
2 a number of award points.

1           22.     (New) The method in claim 17, wherein the amount recorded into the  
2 marketing fund comprises a percentage of the revenue realized from the first purchase.

1           23.     (New) The method as in claim 17, further including receiving an  
2 consumer account inquiry from a consumer at a point-of-sale terminal at the store of a  
3 company participating in the cross-marketing.

1           24.     (New) The method as in claim 17, further comprising receiving a  
2 consumer's unique identification number at the beginning of a sales transaction or an  
3 account inquiry transaction.

1           25.     (New) The method as in claim 17, wherein the server is an in-store  
2 server.

1           26.     (New) The method as in claim 17, wherein the server comprises an out-  
2 of-store external server.